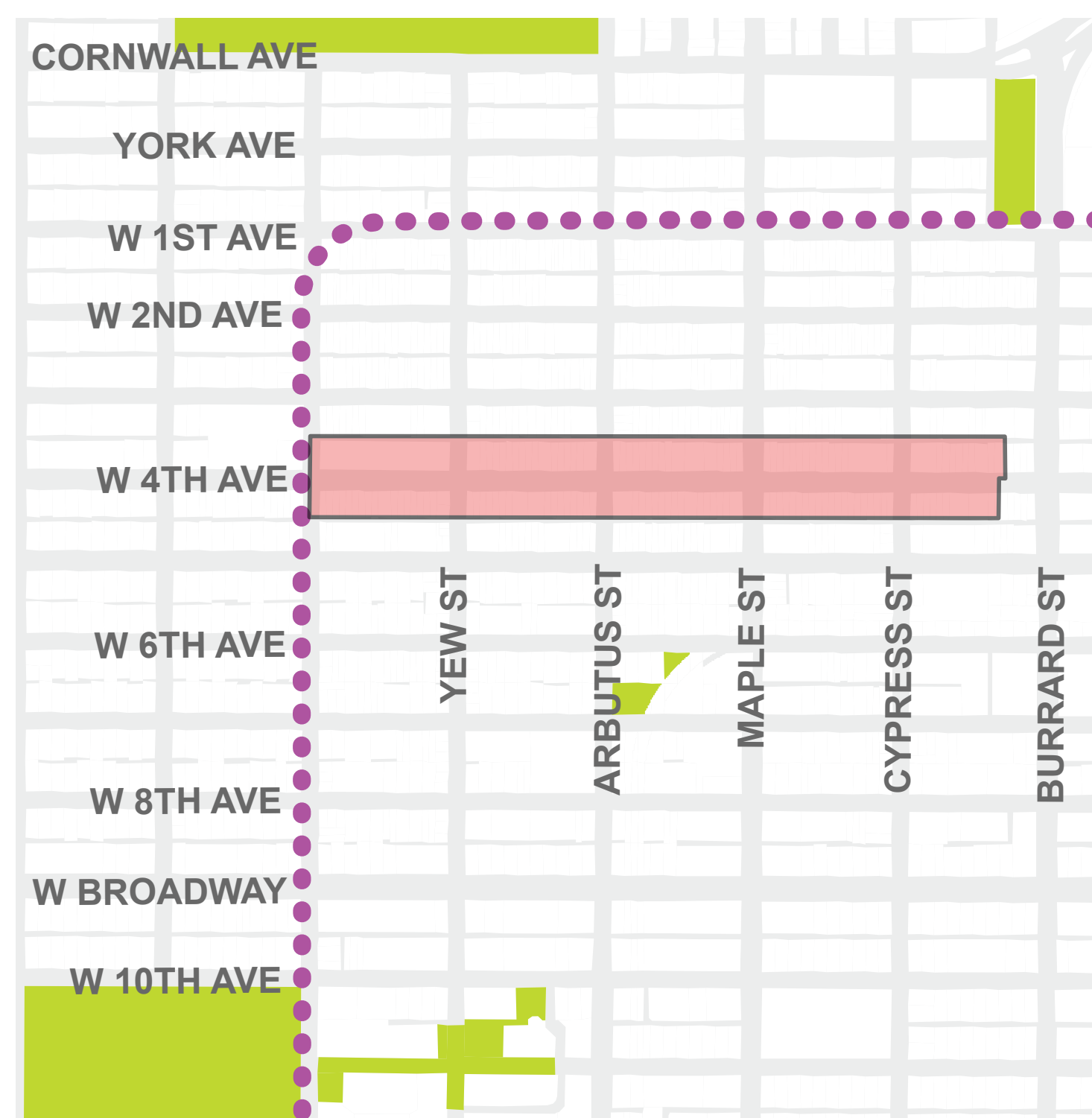
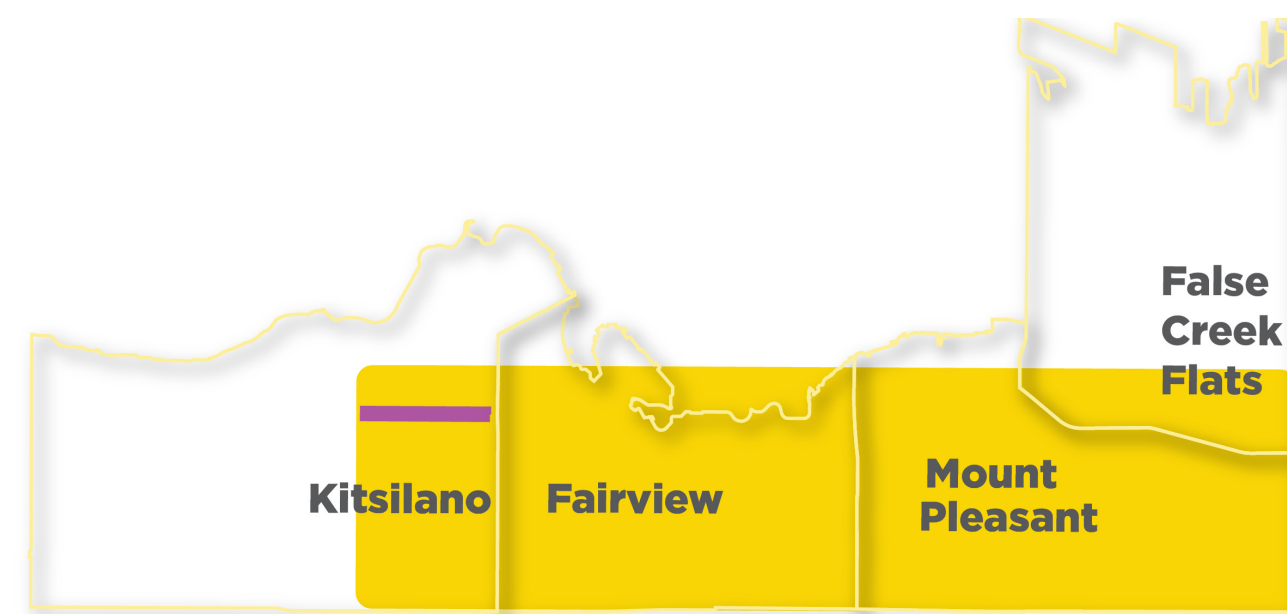


West 4th Village

Tomorrow



Legend

..... Broadway Plan Study area

■ Park

Character area

■ Village

□ Policy area boundary

Serving as the neighbourhood high street, West 4th Village is a popular Kitsilano shopping area for locals and visitors due to its diverse range of small and local businesses, including retail, services, restaurants and cafés, and a lively public life. The buildings are generally low in scale, 1-3 storeys, and have engaging street frontages with large transparent windows, patios and store displays. Newer developments are limited, and have been both commercial and mixed-use (residential with commercial at grade).

PRIORITIES

Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

- » West 4th is generally working well today as a neighbourhood high street, as well as a destination shopping and dining street, with its diverse and unique local businesses.
- » It is cherished by local residents and visitors as a great place for shopping, dining and socializing. The interesting storefronts provide for an enjoyable walking experience.
- » The shopping street provides an important neighbourhood amenity and contributes to the area's distinctive character and sense of community.
- » Challenges include narrow sidewalks and a need for gathering places with public seating, patios, etc.

FUTURE DESIRED ROLE

Strengthen West 4th Village as an eclectic shopping street with a diversity of local businesses where locals and visitors alike can shop, work and play.

EMERGING DIRECTIONS

- » Retain the low-scale village character by generally maintaining the permitted height and density.
- » Consider limiting new residential development to support the viability of existing businesses.
- » Encourage continuous active ground floor commercial frontages.
- » Continue to require narrow frontages for ground floor commercial uses, except where pedestrian amenity or interest can be enhanced.
- » Explore opportunities for public space improvements to create wider sidewalks, additional space for store displays and patios, and places for gathering (e.g. street-to-plaza).